



**drive**research

# **Qualitative Fieldwork Coordinator**

## Job Description

**March 2023**

**Better data.  
Better decisions.  
Better strategy.**



### Summary

Want to work for a growing market research company? We need your help. We're looking for a Fieldwork Coordinator to join the Drive Research team to become a key player on our team.

You'll be assisting with all things market research including working directly with our awesome clients, managing phone and research recruitment projects to qualify participants, and other tasks. In this role, you'll have heavy involvement in many of our market research projects, working as an *intrapreneur* to grow our company together.

### Minimum Position Requirements

- 2+ years of market research recruitment/interviewing experience.
- Knowledge of Microsoft Office: PowerPoint, Excel, and Word.
- Understanding or previous work with market research is preferred.
- Bachelor degree with a focus in business administration, marketing, market research, communications, or a related field is preferred.

### Job Duties

- Work directly with the Fieldwork Manager and the research team.
- Draft recruitment screeners, program, and test instruments in our platform(s).
- Drafting study materials such as quota sheets, call scripts, or confirmations.
- Lead and manage recruitment for all market research projects with clients.
- Manage recruitment calls, emails, and texts with participants for research studies.
- Manage recruitment for phone surveys, phone interviews, focus groups, etc.
- Communicating with clients (updates, requesting materials such as interview links).
- Tracking progress to ensure deadlines are met and quotas are being followed.
- Contact partners and vendors to collect quotes to be built into proposals as needed.
- Assist with grassroots list building for recruits (leverage social media sites/profiles).
- Other duties as requested (or inspiring by your interests).



### Other Details

- **Workplace flexibility:** Our office and focus group facility is located at 6702 Buckley Rd. in Syracuse, yet we offer full remote flexibility for the position. We embrace and encourage you to work wherever you are most productive. Success is based on what you do, not where you do it. Before and after COVID, employees were and will be encouraged to work at the office. We entice our employees to get together in-person with on-site happy hours, Nintendo, ping pong, and a slew of snacks at the office. Each employee develops their own mix of in-office work versus remote work.
- **Extensive paid holidays:** Drive Research is closed on the following holidays (many of which your friends will be jealous of): New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day and Black Friday, and Christmas Day (December).
- **No policy for vacation or time off:** You take the time you need when you need it. We are flexible with your schedule, and we expect you to take full ownership of your work and your deadlines. It's a true give and take employee-to-company relationship, and we all put a lot of trust in each other to step up when needed and kick-up and relax to take that time back when you can.
- **Competitive salary, bonus, and benefits.** In addition to your salary, you will receive a bonus at year-end based on your attainment of business development goals, company success, and your productivity. A quarterly commission program is also available for your role in sales calls and business development. Drive Research offers healthcare benefits with a contribution to your plan through our PEO. A Simple IRA plan is offered after 1-year of employment with a 3% company match. We also provide paid dental and life insurance plans.
- **Equipment and swag:** Our team members are equipped with a Dell Latitude laptop with a wireless keyboard and mouse and work backpack. It's all part of the killer welcome package you receive during your onboarding and training.



## Overview of Client Satisfaction Ratings

### Average Net Promoter Score Over the Past 4 Years

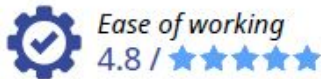


Note: +32 is the average global benchmark

### Top Words Used to Describe Drive Research



### Areas of Satisfaction (Means)



Note: Based on a 1-5 rating scale

[See Our Google Ratings Page](#)

## This is Why We Do What We Do

“  
I have been a research professional for over 40 years. Drive Research is the most responsive, customer-centric company I have ever dealt with. I recommend them to any company needing marketing research services.  
”

“  
Each time I've worked with Drive Research, they were timely in their work and thorough in their communication. I learned something new about how our target audience views us and they gave me the data I need to support making changes to our model. Highly Recommended!  
”

“  
Drive Research was incredibly easy to work with, understood our needs, communicated clearly and promptly. I can tell they all care about what they do, and they've got talented folks on board who do a job well done.”  
”

[Read More Client Testimonials](#)

# Our 4 Core Values



## Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turn-around time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



## Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



## Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



## Drive

After all, it is our name. Drive Research is more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.



## Contact us



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